



New Product Solutions Matrix for Small and Medium-size Businesses

Today's computer customers range from new users who are unsure of their needs to experienced users who know their specific hardware and software requirements. But regardless of their level of expertise, all customers want the same thing: the right combination of hardware and software that will provide a total solution—a solution that will meet both their current and future needs.

This matrix is designed to show you how Apple's newest products can meet the needs of your customers. It lists the types of customers you may encounter in your sales efforts and suggests some of the many hardware and software configurations that might be right for them.

Customer Type	Solution Name	Suggested Hardware	Suggested Software*	Use
AEC	Desktop and on-site computing	Macintosh Centris™ 650 or Macintosh Quadra™ 800 with Apple® color display, LaserWriter® Pro 630	AutoDesk AutoCAD and Generic CADD, Engineered Software PowerDraw, Intergraph MicroStation Mac, Claris® CAD, or a document reader (similar to Aldus Persuasion player) that allows users to view a document even if they don't have the application it was created in. "The Great Buildings Collection"—a HyperCard®-based CD-ROM from the University of Oregon and VanNostrand Reinhold that includes photos, CAD files, QuickTime™ movies, and text about great buildings around the world.	Revising construction documents at customer sites; retrieving information, such as specifications for doors and windows, plumbing, and building codes, etc.
General Business	Office productivity	Macintosh® Color Classic®, Macintosh LC III, Macintosh Centris 650 with CD and Apple color display, Apple Color Printer, Apple Color OneScanner™	Claris MacDraw® Pro and FileMaker® Pro 2.0; Microsoft Word, Excel 4.0, and Mail; Lotus 1-2-3; Intuit Quicken; Aldus Persuasion; WordPerfect	Basic applications for electronic mail, spreadsheets, word processing, presentations, database management
Commercial Publishing	Desktop publishing (newspapers, magazines, etc.)	Macintosh Centris 650 or Macintosh Quadra 950 with Apple color display, Apple Color Printer, Apple Color OneScanner, LaserWriter Pro 630, PowerBook™ 160, 180, or 165c	Aldus PageMaker, QuarkXpress, Adobe Photoshop	Page layout, large document layout, image processing and management
Technical Users	Mechanical and industrial design	Macintosh Centris 650 with CD and Apple color display, LaserWriter Pro 630	Specular Infini-D, Byte Sculpt 3D, MacroMind 3D, AutoDesk AutoCAD, Intergraph MicroStation Mac	Storing and distributing engineering documents, images, and animations
Mobile Computing	Portable office	PowerBook 160, 180, or 165c	Integrated packages, address book and calendar programs, personal information managers, see General Business	Basic applications for calendar, spreadsheets, and word processing
Accounting/CPAs	Business accounting, bookkeeping, financial management	Macintosh Centris 650 with CD and Apple color display, LaserWriter Pro 600 or 630	RealWorld Visual Accounting, State of the Art Momentum & Accounting, Inc., TELEWARE M.Y.O.B., Great Plains Accounting Series v.6, TurboTax Professional, TIMESLIPS III for the Macintosh	Business accounting, vertical applications, time and billing, tax preparation
Real Estate	Remote and desktop computing	Macintosh LC III, Macintosh Centris 650 with CD and Apple color display, PowerBook 145, 160, 180, or 165c	MLS access software, Pat Zaby PREP, Timeworks Publish It! Easy, Actoris Property Pro, SMILE	MLS access, comparative market analysis, brochures, newsletters, property management, property databases
Legal	Office productivity, portable office	Macintosh Centris 650 with CD and Apple color display, PowerBook 165c	WordPerfect, Lotus 1-2-3, Robins Analytics Ready for Trial, Saros Mezzanine, Stenograph Legal Services Discovery ZX for Macintosh, Manhattan Software MacLaw	Document preparation, document management, litigation support, case management, calendaring
Graphic Design	Pre-press, advertising, production, design studios	Macintosh Quadra 800 or 950 with Apple color display, Apple Color Printer, Apple Color OneScanner	QuarkXpress, Adobe Illustrator and Photoshop, Deneba Canvas, Aldus Freehand	Page layout, illustration, 3D illustration, multimedia authoring, video digitizing, color separation
Multimedia	Presentations (video, CD, etc.)	Macintosh Quadra 800 with Apple color display, Apple Color Printer, Apple Color OneScanner	Macromedia Director, 3D, ClipMedia, MediaMaker, and FilmMaker; AVID Media Composer, MediaLog, and MediaMaker; Adobe Premier; QuickTime	Storyboarding, editing, animation

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* Please refer to *Business Markets Guide (black binder)* for a comprehensive listing of Macintosh software